

## **OWLS Director report**

November 21, 2019 OWLS Board of Trustees Meeting

### **New OWLet**

Miles Wayne Komp was born on Monday, November 11<sup>th</sup> at 4:14am weighing in at 7lbs 15oz. Mother and son are doing well. We are grateful to Molly for all of the documentation and cross training she completed prior to going on leave.

### **AAC Meeting**

The OWLSnet ILS platform selection committee presented their platform recommendation to AAC on November 15<sup>th</sup>. AAC voted to approve the recommendation to migrate from Innovative's Sierra to TLC's Carl-X in 2020. The vote was 27 in favor, 2 absent. AAC next voted to approve the committee's recommendation to adopt the Bibliocommons discovery layer. The vote was 26 in favor, 2 absent, 1 abstain. Amanda and Evan will begin working with the vendors on contracts.

AAC also voted to end our MyHeritage Library Edition genealogy database subscription and return to Ancestry Library Edition in 2020. A cost savings of approximately \$5,000 will be applied to our OverDrive Advantage account.

### **OWLS Trustee Recruitment**

We are seeking a new OWLS Trustee from Outagamie County to begin a 3-year term in January. I have been in conversation with a candidate from the Hortonville area who is considering the opportunity. Recommendations from OWLS Trustees are still welcome.

### **Continuing Education Scholarships**

We had very few requests for OWLS CE scholarship funds this year. We awarded one scholarship of \$300 to the Wisconsin Library Association to cover participation in the WLA Leadership Development Institute for one OWLS librarian. WLA selected the scholarship recipient through their application process. We also awarded a scholarship of \$600 for Sue Abrahamson from the Waupaca Area Public Library to attend the National Summer Leadership Conference. Sue also serves as the OWLS Youth Services Liaison.

<b>Year</b>	<b>Scholarships Awarded</b>	<b>Total Awarded</b>	<b>Budget</b>	<b>% of Budget</b>
2019	2	\$900	\$3,500	26%
2018	7	\$2,947	\$3,500	84%
2017	5	\$2,342	\$2,500	94%
2016	4	\$2,500	\$2,500	100%
2015	5	\$2,453	\$2,500	98%

## **Library Legislative Day**

Library Legislative Day is scheduled for Tuesday, February 11, 2020 at the Madison Concourse Hotel. System and library trustees are strongly encouraged to attend. This is a great opportunity to tell our legislators about the value of library and system services. The registration form is in your packet.

## **Conference Report**

Chad Glamann just returned from the Library Marketing and Communications Conference in St. Louis. Chad submitted this report:

I had fairly high expectations for my first time attending the Library Marketing and Communications Conference in St. Louis, Missouri last week. This conference came highly recommended by members of the marketing cohort I belong to, and they were right. This was one of the most informative, enriching and engaging conferences I have had the privilege to attend in my professional career.

This is the only conference of its kind that focuses solely on marketing and communications in the library world, and the schedule is jam packed with programs that touch on visual communication, internal and external strategy, community engagement and tools of the trade.

Some of my highlights of the conference included:

- An entire session devoted to marketing tactics to showcase the collection. It seems like most libraries focus most of their marketing energy on programming, and this program turns that spotlight back on the reason most people come to the library, the collection.
- A program presented by a marketer that has lived with a visual disability that talked about accessibility and inclusive design for library marketing. She had great ideas on how to think about these factors when designing websites, printed materials and social media posts.
- Angela Hursh, the person behind [superlibrarymarketing.com](http://superlibrarymarketing.com), presented her top 20 things every library marketer should know to make their social media channels work for their library. This rapid-fire session covered a lot of ground and she talked up front about taking just a few of these ideas and running with them.
- Networking with other library marketers from public libraries, systems and academic libraries from across the country and even some international attendees. It was nice to be able to share and discuss what was being presented with your peers.

As an added bonus, the conference organizers are going to be emailing attendees a link to all of the presenters' slide shows as well as some recorded sessions. I plan on sending out an update to the OWLS marketing group with my takeaways from the conference along with the links.